PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Fred DellaCrosse **DATE:** June 27, 1986

FROM: Nancy Brennan

SUBJECT: Marlboro Menthol Packaging/Research

This requests your help in providing comps and white working packs for qualitative packaging research on Marlboro Menthol.

The objectives of this research are two fold. We would like to determine 1) if we can communicate some type of "fresh" benefit through packaging and 2) if the rigid soft pack has any relevance for consumers when connected to Marlboro Menthol.

We will probably use a focus group technique. As such, the Research Department will need the following packs:

	# Marlboro Menthol Color Comps	# Working White Packs/ Filled w/Marlboro Menthol
Soft pack w/wide tear tape and standard inner foil	2	40
Soft pack w/wide tear tape and heavy inner foil	(2)	40
Rigid soft pack w/ standard tear tape and standard inner foil	2	40

Fred, can you accommodate this request? and on what timing? As Marlboro Menthol is a top project, we'd like to begin this research as soon as possible. Please call if you have questions or need additional information.

Thanks for your help.

NEB:dc

Nancy

cc: M. Bennett
K. Eisen
C. Levy
K. Miller
R. Stirlen

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